

National Association of REALTORS®
2007 Leadership Summit
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Tool Time Panel

1. **Issues Mobilization** - Steve Francks, CEO of the Washington Association of REALTORS®
2. **Smart Growth Resources** - Carolyn Cook, who is the Deputy Executive Vice President of the Greater Baltimore Board of REALTORS®
3. **Housing Opportunities Resources** - Glenn East, CEO of the Northeast Florida Association of REALTORS®
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6. **RPAC fund raising assistance tool** - Moe Veissi 2008 Political Fund Raising Chair
7. **REALTOR® Action Center** - Chris Polychron, Chair of the REALTORS® Political Involvement Committee for 2008
8. **Strategic Planning and Outreach tool** - Don Freels, CEO of the Ohio Association of REALTORS®
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10. **Virtual library tool** - Henry DiGiacomo, CEO of the Cape Cod and Islands Association of REALTORS in West Yarmouth, Massachusetts
11. **It's Raining Revenues and Customized Member Kits tool** - Perry Crume, Chief Operating Officer of Kansas City Regional Association of REALTORS®

Diana

Speaking about luck, it's very true that we're all pretty lucky to have a very special guest to introduce our Tool Time panel. Ladies and gentlemen, please welcome to the stage the Honorable Lieutenant Governor of the State of Utah, Gary Herbert.

Lieutenant Governor Gary Herbert

Well, thank you, Diana and Mark. I appreciate the opportunity to be here. I really am honored to be here and I appreciate President Gaylord inviting me to come and to participate in this occasion. It's good to see some old friends and renew acquaintances there, and it's good to meet some new people and make new friends. I have a renewed appreciation for the realtor organization, having been away from it a little bit, about what

a first class operation this really is. My thanks to the staff, who have made my visit here, short and brief as it may be, a very pleasant experience.

Dick mentioned some things earlier today, some titles and honors that I've received in my political career and other areas, but I'm here to tell you, and I mean it from the bottom of my heart, of all the titles that I have, shortly behind being a husband and father, the title of realtor is the one that I'm most impressed with, so...

I owe a lot to the real estate profession, and I can tell you I wouldn't be standing here as the Lieutenant Governor of the State of Utah if it wasn't for my real estate experience and my background, and the support of the realtors in Utah. And I appreciate those. I know there's many that are here in Utah. Wherever you are, I appreciate your support. And others around the country have given me encouragement and best wishes in my kind of journey into politics.

I've been wondering what I could say in just a few minutes, as I introduce these fine folks to you, and the Tool Time, what could I say to an auspicious group of leaders that might be meaningful and of benefit to you. And I worry that you think that here's a realtor turned politician, would you listen to what I have to say, have I turned to the dark side?

And I was reminded of the story of the doctors that were sitting around talking about who are the easiest people in the world to operate on, and the first doctor said, "Well, I can tell you. That's an easy question, an easy answer, it's mathematicians." When asked why he said, "When you take them apart, their insides are all numbered, and to reassemble them it's simple, you just put one to two, and two to the three, and three to four, a very easy operation."

The second doctor says, "Well, I think, actually, an easier group of people is librarians. They only have 26 letters, and when you take them apart, everything's alphabetized. A connects to B, B connects to C, and so on, very simple process." The third doctor said, "Well, you know what? I'm really partial to mechanics." When asked why he said, "Well, with mechanics, when you reassemble them, if there's a few parts left over, it's no big deal."

"And they're also not too concerned if you don't finish on time." And the last doctor said, "Well, I can tell you that the easiest to operate on are, in fact, politicians." When asked why he said, "Well, when you take them apart, you find out that they have no heart, they have no spine, they have no guts, and their rear end and their head are interchangeable."

Seriously, in the final couple, three minutes here, let me just tell you a couple of observations that I would like to share with you. I was licensed back in 1969, and yes, I

was in junior high school, but I've been involved in the real estate business for a long time. And my observations are on a couple things. And I just would like to quote to you, if I could, from the Preamble of our Code of Ethics.

Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. Realtors should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership.

They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment. Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which realtors should dedicate themselves.

And it goes on from there.

I'm here to tell you, my observation as a realtor, a businessman, and somebody who's involved in the political arena now, that private property ownership is the basis for the freedoms that we enjoy as Americans.

Thank you. It is also the reason we have economic prosperity. Its basis is in the ability to have and own and control private property, and it's something that we need to be involved with. And it's not just a slogan. It is, in fact, the hard reality.

I know I'm speaking to the choir. You are the leaders in the industry around the country. But when it gets right down to it, who's going to advocate? Who is, in fact, the voice for real estate? We know it's the realtors. They're the ones that are taking the time. Who's going to stand up and be heard, if not the realtors? Who has more credibility than the realtors? Who has the organization? Who has the muscle? Who has the know-how, if it's not realtors? Who has the opportunity, if it's not realtors? And yea, verily, who has the responsibility, if it's not realtors, to make sure that we're out there advocating for private property rights? We see the erosion of those and the attack that occurs out there all the time.

I'm reminded of when I was chairman of the Issues Mobilization Committee, along with many of you here that sat on the committee with me, Dick and Vicki and Charles and others that worked with me at that particular time, and I saw the difference that realtors can make in issues, a great variety of issues, in different parts of the country, as we addressed them, organized, went out and made sure we were advocates for the right position to protect the things that we hold near and dear to our hearts.

Well, again, realtors can and do make the difference, and if you don't understand that, look at your local government in particular. The zoning, our tax policies, the impact fees. These are reoccurring events that I remember back in my day that are reoccurring again

today. So realtors do make a difference, and should make a difference. You've heard a lot today about teamwork and the opportunity to be on a great team.

Let me just conclude and say this. Just like the old adage that a person who won't read is no better off than somebody who can't read. You're going to learn a lot. You already learned a lot in this morning's session. You're going to learn some more with the Tool Time team here. But you're no better off if you don't use it than if you hadn't attended the meetings today. So it's a matter of incorporating those things into your own business, to advocate for things involved with your elected officials at the local and the state level, and certainly on the national level.

Today you're going to hear from about twelve staff people and volunteers who are going to highlight many of the resources that the National Association of Realtors offers to you to help magnify your responsibility as leaders in this great organization. You'll learn how realtors are using those tools to make themselves more successful, and others around them more successful in shaping public policy, in building better communities, in protecting private property rights, and looking out for small business.

I would encourage you, as somebody who's been there and done that, to take advantage of every and all of those resources that are available to you to make yourself and your leadership more successful. Finally, in conclusion, let me again just thank you all for the invitation. It's great to be here. Again, the realtors are just the best organization there is in the country, and literally, I think, in the world as far as bringing people together.

It's true, you are. It is first class all the way. Thanks for all that you do. I can tell you that realtors are, in fact, great citizens. You're activists, you're involved, you understand capitalism, free markets, individual liberty and responsibility, things that's made this country the most free country, the most prosperous country in the history of God's earth. Again, realtors are right at the forefront.

And lastly, let me not only thank you for your service, but let me tell you that I am a better Lieutenant Governor, a much better Lieutenant Governor, because first I was a realtor. Thank you so very much. Good luck.

Diana

Lieutenant Governor Herbert, thank you. Your thoughts on the importance of political involvement were right on. And for those of you who want to take notes, there is a summary of the Tool Time presentations in the handout packet. This is what's coming up. You can also find information and links for the Tool Time resources on the CD that Sharon was talking about. It's provided in your registration and always online at Realtor.org. The only catch is we only have one hour for 12 presenters, so it may feel a

little like a lightning round on Jeopardy, but those of you who are single out there, do you know what speed dating is? That's what we're going to do.

Issues Mobilization Support

Well, with political involvement fresh in our minds, let's start off with Issues Mobilization Support. Here to present is Steve Francks, CEO of the Washington Association of Realtors. Steve, could you please share with us your experiences with Issues Mobilization Support?

Steve Francks

Thank you, Mark, I'd be happy to. And by the way, for those of you who know or are kind of wondering about this thing, all I can say is that after living in the Pacific Northwest for twenty years, I've finally gone grunge.

But I am in Washington State, and in Washington State, as in many other realtor associations around the country, we have some issues that we will absolutely go to the mattresses over and make sure that we fight and win. And one of those is any effort to increase what we, in Washington, call the real estate excise tax, and what many of you call the real estate transfer tax.

Back in 2005, we had a particularly difficult challenge because there was an effort to...well, there was a ballot initiative on the ballot in one of our counties to impose a real estate excise tax on buyers. And one of the challenges here is that this was in Clallam County, Washington, which is a small rural county way out on the Olympic Peninsula, literally about as far away as you can get from here in the continental United States, and maybe less than 100 realtors in the whole county, so not a lot of resources available.

We also knew that at the state level there was going to be legislation dropped in that year to increase the real estate excise tax at the state level. And we also knew that every county in the rest of Washington State was going to be watching what was going on in Clallam County. So we knew that we had to work hard to defeat this. Fortunately, in Washington, we're very familiar with the Issues Mobilization Fund, we've had the good fortune to have gotten grants in the past. So we worked with the Clallam County realtors, applied for funding, and got it.

And we went to work. And when we got in there, we had some work to do. The initial polling...we did polling and survey work and developed messages and all of that, everything you do to run a top flight campaign. But we realized that this is going to be pretty close. The vote was pretty close. There were a lot of undecideds. So we knew we had our work cut out for us.

I'll show you some of the things we did. We came up with the theme "Stop Taxing the American Dream." We did a bunch of mailings, and this is one of the messages we came up with, "Why Prop 1 hurts seniors." We ran ads in the newspapers. Here's another one. "Prop 1, a \$27 million tax with no plan." We had another one that basically said this is a

slush fund, but that wasn't in color, so I didn't use it up here. But that one worked, that resonated.

The bottom line is, after all of this, we won. We won resoundingly, by a 60% majority. So the important things about this, though, the consequences were extremely far-reaching, not just for the homeowners of Clallam County, not just for the Clallam County realtors, but for all of Washington State. Remember I said there was going to be state legislation. As this campaign was underway, the prime sponsor of the state legislation was quoted in the paper as saying, "The realtors are sending a message in Clallam County, stay away from the real estate excise tax." You're darn right that's the message we were sending, and you're darn right that's the message that got through, because when they did try and pass this at the state level, we squashed it.

And not only that, but this message got through to our members. And if you talk about Mobilization, this was a galvanizing issue within the Washington realtors. As a result of seeing what had to happen, and the resources that we needed, our Board of Directors passed a \$100 per member special assessment. We raised \$2.4 million overnight, and we doubled the size of our government affairs staff in less than six months. And if you don't think that got people's attention, then all I can say is all hat, no cattle.

But the other thing that I want to leave you with is just some lessons to take from this, and some advice. One thing that I absolutely believe is you could not get a better example of the power of the three way agreement. Remember, this is Clallam County Washington, a tiny little association way up in the Pacific Northwest, and we were able, using the Issues Mobilization Fund, to leverage the resources of the world's largest trade association to take this on. And for any of you sitting there, if you've got an issue that comes up this year, I don't care how small or how large your organization is, you can do this.

So my advice is, if an issue comes up, number one, don't back down. Number two, play to win. Number three, think big. And number four, remember that Issues Mobilization Fund.

How much support is available to the state and local associations for Issues Mobilization?
- \$765,000

Our next speaker is Carolyn Cook, who is the Deputy Executive Vice President of the Greater Baltimore Board of Realtors. Carolyn, your tool is smart growth resources. Can you tell us how you've used this in the past?

Smart Growth Resources

Thanks, Mark. At GBBR, we try to integrate as many of the NAR tools as possible into the programming that we do for our members because we think that just adds enormous value for our members in terms of promoting the realtor image to both our elected officials and the public at large. And as the oldest Board of Realtors, we've spent the last 150 years really honing the innovative and somewhat unique ways that we have of doing things in terms of offering services. And so the three tools I've been given to talk about are really no exception. So from Baltimore, here we are three tools in five minutes.

First is the *On Common Ground* magazine, which is a NAR publication that really highlights smart growth issues around the country. This magazine is published twice a year, and NAR mails it to your elected officials if you want them to. We prefer to hand-deliver it because we use it as an opportunity to really touch base with our folks and be able to give them some credible information where we're not, at the same time, asking them for something.

And as part of that strategy we also try to highlight something in each issue that is relevant to something that's happening in either Baltimore County or Baltimore city. Next week we'll be giving the magazine at an event we're having at the Flag House, which is where Mary Pickersgill sewed the American flag that Francis Scott Key was inspired to write what would be our national anthem.

The next program is the County Smart Growth Action Grants. And under this program, this allows us to really do some innovative things in the community and try to solve some of the problems that are out there. Under this particular program, when we use the funds, our Baltimore County Board of Education came to us and they wanted us to promote some of the schools in the county's older districts where the test scores weren't really telling the whole story, if you will, about that school. And ironically, at the same time we had community officials that were also asking our members to steer or to really promote these same older communities. And we kind of felt our hands were tied.

But with the Smart Growth Action Grant, with the \$3,000 we got from that grant, we were able to raise \$10,000 to help Baltimore County develop a marketing program. What we wanted to do was to model the program after a program in Baltimore city which is the Live Baltimore Marketing Center, and in particular, their Web site, LiveBaltimore.com. What's really interesting about this Web site is that it gives communities an opportunity to promote themselves to prospective home buyers. And this, we feel, really leaves our membership open to being able to highlight the objective qualities of a particular property, as opposed to some of the More subjective attributes of the various neighborhoods.

The Baltimore County Living Web site was launched late last year with some communities in the southwestern part of the county to first go up. The county is now working on some of the communities on the east side. We hope to have that online by the end of the year. And our hope, really, with this particular program is that More and More communities will demand a presence on the site so that it, too, will be as robust a

tool for promoting neighborhoods in Baltimore County as the Live Baltimore site is in Baltimore city.

Now we can't always agree with the land use policies that our elected officials are proposing, and when that happens we really need to have good information to back us up, and here comes in the Land Use Initiative program that NAR has. Under this program, state and local boards are able to ask the land use law firm, Robinson & Cole, for a legal opinion or a legal analysis of a particular piece of legislation. And this is just an enormous value.

A couple years ago, in Baltimore County, again, they wanted to implement a rental licensing program. And the program, we thought, had some very serious constitutional issues because, primarily, it was requiring a warrantless inspection of a tenant occupied unit as a condition of getting the license. In order to fight this particular proposal, we went to the Land Use Initiative program, kind of stretched the limits of what they would normally fund, but they took the project, and they gave us some very sound Fourth Amendment arguments that we could use in trying to fight this particular piece of legislation.

Unfortunately, the bill was enacted with the Constitutional provision in place, but shortly thereafter, an administrative judge overturned the language that we were having a problem with, and it was primarily based on the arguments that we had supplied during the hearings. So this program just further reinforced our image as a credible source of information on land use issues.

How much is available from NAR in terms of support for Smart Growth? - NAR has a little over \$1.3 million available to state and local boards.

Next up is Glenn East, CEO of the Northeast Florida Association of Realtors. Glen, tell us a little about Housing Opportunity Resources.

Housing Opportunities Resources

Under the Housing Opportunities Resources, the two things that I would like to talk to you about today is the Home for Work program. Some of you may or may not know that NAR has developed a great three-hour course on employer assisted housing, and have all the resource materials in that available to you, and can actually come in and teach the course or actually send certified instructors to your association to handle the training aspects of it.

Also, there is an Ambassadors to City program which, when you have an initiative that's working with the city or the mayor of a city, you can work on a housing opportunity initiative and also receive a grant for \$5,000. We were fortunate that we submitted our

proposal in and received a grant this year for our program. Our program is called HOME, and it stands for Home Ownership Made Easy.

And I don't know about the rest of you, but I know that in our marketplace, that we are having challenges in there to find affordable housing for people at this present time. A lot of that, I think, has to do with the perception of the market and some of the negative activities that are going on in the media out here influencing people, because we are in a great market right now. We have great interest rates, we have great inventory; it's all a matter of how you look at it. And there are people that still want to own a home.

So we created a home ownership program to cover these situations. Our opportunity was to help our local work force overcome the barriers to home ownership and expand the housing access, and provide a cost effective benefit to the employer out in the field. The employers are looking to train their work force and train their employees, and maintain those employees because we know that if they have stable employees there, they're going to have a stable business to operate.

The Home Ownership Made Easy program is designed to help those employers. And basically, the structure of it is that we took the partnership of Northeast Florida Association of Realtors, the City of Jacksonville, and also the Chamber of Commerce, and the three of us partnered together to create the HOME program. And under the HOME program the realtors are involved in two different levels. There is an ambassador level where the realtor goes out and they actually make presentations to the employers, and the broker-owners go out and visit the employers peer-to-peer talk about the issues, and talk about the benefits of an employer assisted housing program for their firm.

And once they've done that and made the initial contacts, then we have a group of people who have been trained and certified who go out and actually work with those people to implement a program and a plan for their organization. And this is a certified team of members, and we set up a credentialing structure in here so that those individuals must go through the NAR approved program for the three hours, and we now have that approved for CE in Florida.

And they also must go through the NEFAR presentation skills course in there, and then they must make a presentation before an evaluation group. And this is an independent group outside the realtor family that takes a look at this, and they critique it and they give feedback to the individual on how they can improve and go out and meet with the employer. And they also must make a recommendation, yes or no, so that we can maintain the integrity for the NEFAR organization.

We kicked this off in June. This was a program that was put together within a few Months. It's very simple to do. It's great tools to work with at NAR. And we put it together and kicked it off in June at a mayor's summit. At the summit Chris Lemons came in and presented the mayor with the Ambassador to City program award and the \$5,000 grant.

And then after he left, we went into a panel discussion, and we had presentations by people who had already had employer assisted housing programs set up within their firms, and they were talking to the employers that we invited to this meeting who do not have a program set up there, and explaining to them the benefits that they received from having it.

I'm proud to say that after we implemented this program, we now have the City of Jacksonville, the Jacksonville Electric Authority, Citicard, Fleet Landing, and there's one other one...the Chamber of Commerce. They all have agreed to implement an employer assisted housing program in their firms, and we have about ten other people that we have made contact with that are on the verge of doing the same thing. So we're excited about the program, and we look forward to working with NAR in the future on other programs.

How much funding support is available for Housing Opportunity Resources? - \$202,720.

Cindy Dobias is our next presenter. She's Executive Vice President of the Northern Kentucky Association of Realtors. Cindy, tell us about the Legal Action funding.

Legal Action Funding

Thank you, Mark, I'd be delighted to. We looked at some issues, and one of the things that... We ended up in a lawsuit here recently, but the Legal Action Fund of NAR is actually, I think, one of the best services possible that NAR could provide because the impact that it has affects all of the associations across the country, in many instances, as in our case. And the Legal Action program actually provides financial assistance to support litigation involving issues significant to realtor associations, real estate transactions, ownership and the use of real estate, and also private property rights.

And the way the program is actually accessed is, if you have a legal issue, you would request information, and you can get that off of Realtor.org or talk to the legal staff to get the forms to have them reviewed by the Legal Action Committee. The Legal Action Committee then makes a recommendation to the Board of Directors of NAR.

And I know that the committee gets a lot of requests, and sometimes they can't honor all of the requests. And they do have a tough job because they try to look at cases that will impact the entire country or the entire association world, or private property rights and the issues that I just mentioned. So they do have a difficult job, but nonetheless, they do a great job in looking at cases and working from there.

As many of you that may know me, you know that I'm not a gambler, so if any of you happen to see me in Las Vegas at a slot machine, just pull me aside and say, "Honey, save your Mooney."

But I was fortunate enough to win the David Barry lottery. And in that issue we were involved in a federal antitrust lawsuit, and in that case it was a case where we were sued by one of our members for non-member access to our Multiple Listing Service. And the member claimed that there was a tying arrangement, and also that there was a boycott, you know, there was some type of a boycott based on what we were doing with our MLS membership and tied to the association.

At the same time, I should mention, too, we were sued first and then there were three other associations across the country that were sued as well. Basically the same case. There was a case in Wisconsin that was almost identical to ours. And so we worked with NAR and we won the case on Summary Judgment in U.S. District Court. And it was then appealed to the Supreme Court, at which time, after a long period of time...and if any of you have been involved in these cases, you know that they're not short; I think ours went on for over three years. And the decision of the lower court was eventually upheld in the Supreme Court.

And what was good about the case that we had...and I really want to commend our Board of Directors and our MLS Board of Directors for standing strong and fighting for what they believed. And I think somebody had mentioned it earlier that, you know, when you've got an issue, fight for what you believe. And I think this was truly the case because at a time when people were...some of the boards were opening up their MLSs to non-members our board said no, we're not going to. And there were several other boards that were in the same situation, and they said the same thing.

And what happened with this case is there was a ruling that actually set precedent for future cases because the judge ruled on what is called "standing," and without getting into a lot of legal jargon, what that means is that the member didn't have a right to bring the case to begin with. So in the event that any other associations are sued on this issue, the decision that we had was a published decision. So with that decision being published, what it means then is that they can use that case to help stop the case before it would even go to the extent where you would have to be involved in court. So that, I think, was something that was very significant with the case.

The program benefited our association from several standpoints. First of all from a financial standpoint. The case itself actually cost about \$375,000 to defend, and the legal advice that we had received from NAR staff, from Ralph Holmen and Laurie Janik, was just phenomenal. And we also contracted with Jack Bierig, who is counsel for the National Association of Realtors. We worked with him as our lead counsel as well, and selected him to be our counsel.

And in putting together a team based on the other boards that had been sued as well as our association, I think we all worked together. And by working together on it we were able to get a case, now, that sets precedent for the rest of the country. And I know this is a cliché, but NAR's involvement really, truly is priceless in this instance.

I had the opportunity to attend the American Society of Association Executives conference that was held here this past week, and I can assure you that what happened with some of the other associations, you know, we're able to lean on NAR for a lot of different services and resources and products, and in talking to some of my colleagues from other associations around the country, they are not able to do that, and they do not have the funding or the services or the talent that we had, with this instance, to be able to call upon our National Association of Realtors to say help. So I think, truly, we could not have won this case without NAR's staff support or their legal support, or just the involvement of other associations.

How much funding is available to local and state associations for Legal Action Funding?
\$475,000

Richard Kato, CCIM and past president of the Orange County Commercial Association of Realtors. Richard is here to explain the Realtors Commercial Alliance Signature Series tool.

REALTORS[®] Commercial Alliance Signature Series

Good afternoon. When we founded the Orange County Commercial Association many years ago, we founded it on the premise that our largest growth in both revenue and membership would come from the large commercial brokerage houses in our marketplace, which is Orange County in Southern California. And of course, as Most long range planning goes, we were wrong.

What we have morphed into is an association that, on our state standards, is a small association of about 600 members. That 600 members is about 30% full dues paying members and about 70% institute affiliates who are at a discounted membership. So consequently, we were presented with a problem, and that problem was basically, in a nutshell, insufficient dues based revenue.

And in my opinion, the two most important things we need to do as an association are to, of course, represent ourselves at both the state level and at NAR, and to try to differentiate ourselves by creating programs that make us unique, not only amongst residential associations, since we are strictly commercial, but also amongst the thirty-

some-odd nonresidential real estate organizations that we compete with in our marketplace. So we had a problem, and it was a tough problem to solve with a lot of good intentions and a buck ninety-five in our pocket.

So we were searching for a pathway, and that pathway came, uniquely, by attending a networking event called Realcom, and running into a white horse. And on that white horse was a lady named Carol Kairis, who was a managing director for the RCA, the Realtors Commercial Alliance. Well, our networking paid off. We were at lunch, Carol joined us, and she introduced us to a fellow realtor and now good friend, George Monty from the Arcadia Association. And George was looking for something similar. And Carol introduced us to the Signature Series, the RCA Signature Series.

The Signature Series is a grant program that enables us to be able to afford to give programs and services that enhance professional development and also, of course, offer revenue opportunities. And they also made available to us, leveraging through discounted pricing, nationally recognized commercial speakers which we'd have never had a chance to book. And so we said well, Carol, if we buy into that program, what would be the promise that we could get by signing on?

And the promise of the Signature Series were the following bullet points. Excellent opportunity for non-dues revenue, ding, ding, ding. That rang our bell. Increased membership and sponsorship base. It would help us build a foundation for future commercial offerings.

And when I say sponsorship base, let me go back to that. Credibility with our sponsorship base. As you know, many of us rely on affiliate services to hold our programs. It would promote the value of the RCA and NAR and educate our membership as to what they had to offer, unify state and local boards, create a network of commercial members, and lastly, of course, offer world peace.

So we said, Carol, six out of seven sounds pretty good. But, and you can pick out which one the seventh one was.

We were a little scared. You know, us commercial guys were a little scared. We were a little scared because we were a small board and it meant, on faith, booking a facility, getting caterers and writing checks that probably amounted to about half our total savings in our accounts, and hoping that we would get members. But we decided to bite the bullet. At the time we didn't have a full time executive officer. We hired one of our directors, stay at home moms to our marketing and collect our funds, so this was really a grassroots event. And we gave it a shot, we took a gamble.

So what was the payoff? Well, the payoff was fantastic. We had over 200 registrations, which was beyond our expectations, which amounted to well over \$10,000 in revenue to the Orange County Commercial Association. And by the way, when I say Orange County Commercial Association, I also want to offer accolades to the Arcadia Association, who also funded getting the continuing education credits for that program.

We collaborated with both realtor and non-realtor groups. One, in particular, was a major university in the area that we allowed attendance for free to their real estate students and enabled them to come, and then they, in turn, took care of our technology at the program. We created commercial marketing partners.

What is that? Well, unique to my marketplace, realtors have a habit of not signing up 'til the very last minute for programs. And so we needed people to help us get the word out. And we found that many residential associations in our area had commercial committees, as you will, that were looking for some of the same functions.

So we said if you will become a marketing partner and help distribute our materials which we created, and, you know, we were good do bees, we sent them out seven times, would you guarantee five tickets for us? And they said yes. And then we said well, if, in turn, you do a program someday, we'll do the same thing. So believe me, if we had five or ten associations buying five tickets up in front, it was big dollars to us. So that worked out great.

We also established a brand, and again, I want to commend George Monty along with my partner, David Weinstein. And that brand was "Tools for Success." And Tools for Success is now a brand that other associations are using. And we figured that, as marketing goes, it would create a greater synergy for us to present programs. The potential for that in the future is we also want to...oh, by the way, Tools for Success 2 is due in October.

The program went so well last year, at our state convention we started Commercial Wednesday, branded under Tools for Success, Tools for Success 2 statewide is coming up here at our convention, of which we actually sold out, and unfortunately, had to turn many people away from that program. So I would highly suggest other states looking into that.

We're creating the Tool Box series, which we found many of our members that we have, a tremendous amount of knowledge that kind of doesn't get shared. So we want to help those people collaborate and create programs internally that we can offer in a series to our commercial partners for revenue.

Lastly, we were able to create – or hopefully create – stronger commercial people. I've been a director, which for some of you probably isn't a very long time, but for 21 years for my state, and sooner or later I've got to hand the baton over. And it's difficult, as I'm sure many of you have, in getting new leadership. And we hope this brings in people. When we polled our audience at Tools for Success, we not only had realtors, we had non-realtors, everything from six Months to over 30 years of experience. So it really helped us reach out to a vast part of the community.

Lastly, I would be remiss if I did not give credit to the staff of the RCA who had the vision to finally take programs out to the member level, and I would commend and thank

James Marrelli, Carol Kairis, who is no longer with him, but did an outstanding job, Rebecca Vesconte, Rita Baldwin, and everybody on the RCA staff for helping us rejuvenate our association. Thank you.

How much is there in the grant program available to associations? Associations are awarded from a total of \$75,000

Our next presenter is Moe Veissi, that just about everyone in this room knows, who is the 2008 Political Fund Raising Chair. He is here to talk about the RPAC fund raising assistance tool. Moe?

RPAC Fund Raising Assistance

Well, thank you, I appreciate that. Unlike some of the other speakers, I'm not here to tell you what I use, but I'm here to tell you I'm going to give you some Money. I need you take out your pencil and pens and write down this Web site. It's:

<http://www.realtoractioncenter.com/rpacpartnership/>

Let me do it one more time. It's [realtoractioncenter.com/rpacpartnership](http://www.realtoractioncenter.com/rpacpartnership). We've got Money for you to use within your local associations and state associations to enhance your ability to be able to increase and enhance your RPAC contributions.

What we've got from a local and state level is as much as \$10,000 for state associations and \$5,000 for local associations. The RPAC partnership program was created to provide those local and state associations this additional avenue to be able to utilize both the program's products and services, but also the expertise, as we've garnered them. Eighty-six associations are now already participating. We have Level 1 participation. Level 1 participation is beta tested in several different associations throughout the nation.

Level 2 and Level 3 are probably more important to you. Level 2, again, is up to \$10,000 for the state associations and \$5,000 for local associations. It also includes ads and realtor publications and email solicitations. You've got to get those applications in because I'm going to tell you, the monies are limited, and they are being used as we speak.

And finally, Level 3 has customized RPAC promotional brochures tailored to contain all the federal, state and local issues that we have here. Level 3 is absolutely free to you. Take a look at the brochure that exists. It's a take one that's easily included in an envelope either with your dues application fees or your dues requests so that your RPAC dues collection can be created in this same fashion. It's available to you now.

Let me tell you what this group of overachievers who is your leadership team for 2008 has asked us to do. They've asked us to collect a total RPAC commitment, in 2008, of \$10 million. [*Applause.*] That's not a number goal for you to achieve. It is a message to be sent to your legislators – every woman and man who creates the kind of laws that affect us both in our business and the public that we deal with, to tell them in a time when most people think that the real estate industry has some soggy times, that we are committed to doing the appropriate and right thing, that we are committed to doing the things that help both our industry and the public at large to increase our position, but more importantly, to make sure that we have the folks in office that help us day in and day out, that listen to our needs, that listen to our opportunities.

So I'll be asking you, each and every one, each and every one, to commit to this RPAC program. This passion has to be in your heart. It's not good enough to voice it. You've got to be a member of it. You've got to commit to it. You've got to be part of the program. I'm going to ask you to commit to it over and over again in 2008. You'll see me or you'll see my partner Chris asking you to commit to the principles and the practices that you know are right.

Oscar Wilde once said in an aphorism, he said, "The greatest joy in my life is to do something anonymously and then have somebody else find out."

I can tell you, when you do the right thing, when you do the good thing, when you help this industry, everyone always finds out. God bless you. Thanks so much.

How much is actually available to state and local associations? - We've got \$650,000, and a bunch of people that want the money.

Our next tool is the Realtor Action Center. Chris Polychron, Chair of the Realtors Political Involvement Committee for 2008, is here to explain the benefits of using the Action Center. Chris?

Chris Polychron

So you know what the Action Center is?

Mark

I do, but the rest of the folks out here might want to know.

RREALTOR[®] Action Center

And I'm anxious to tell. NAR offers to all associations a really valuable tool to keep your members up to speed on advocacy issues, and actually any information that you'd like to share with them. The software is now from Convio, which many of you remember as Get Active. Well, Get Active was purchased by Convio. Kind of a hard word for me to say; I wish it were still Get Active. But it is the same program, and it's Convio. It allows your association to send out personalized emails, and I'm talking unlimited emails, for advocacy purposes or for informational purposes to anyone that has an email.

Now if you're – and you should be – familiar with the calls for action that we get from NAR, I hope each of you have answered those at some point or another. Well, that's the same system that NAR is offering to you. And by the way, a side feature of that is that you can re-send that call for action message back to your membership a second time to get more involvement. It actually permits your membership to send a personalized message, and that message can be very effective, and we need to use it. The software is synchronized with NRDS so if there's a change in a member's information, it automatically updates that system.

Currently we've got 41 states, and I think soon to be 42 states, that are using our system. We're very proud of that. We've got some 216 local associations that are already using it. Now you know that's out of a potential 1,500, so we have a long way to go. Moe and I had the fortune this week of addressing the '08 RVP class, a very distinguished group, I think you'll agree, and they've offered their help to us, and Vicki Cox Golder, who'll be your '09 President-Elect. And they have set a goal to double that number in '08. So I know when they're in your regions and talking to you they're going to be asking your help to see if your associations and your boards are signed up to the program.

Now, the national association will acquire email addresses of local lawmakers and any political jurisdiction, but they have to have at least 10,000 residents, and then they'll load these into your site. The software will provide... And incidentally, the NAR staff provides all the training for your staff, so don't be concerned with having to spend additional funds to train your staff.

The association makes sure you're up and running, and does train your staff. The software can provide reports. It can let you track, and that's the important thing. And hopefully someday, every association will be together. What a great resource for the association to be able to track these responses that we're getting from membership. The best part of the deal yet, absolutely free to your association. No cost at all to your association.

Well, Steve mentioned a minute ago some Washington events that happened, and I know that that message was probably sent through the national association Action Center. I hope it was, and I bet it was. Let me tell you about another Washington small association

that used the system to advise its members – and I don't think Steve knew I was going to do this – about a planning commission agenda item to increase the minimal size for new single family homes. Well, needless to say, through the Action Center, some hundred realtors showed up at the hearing, effectively killing the measure by their mere presence. So it can be an effective tool even in your own little small associations.

Now the Atlanta board used it in a different way. They have developed specialized newsletters that they send to their members covering all sorts of interests and specialties, and the response by members to this program has just been overwhelming. I hope you'll take advantage of this software package. Early in 2008 state and local associations will again have the opportunity to acquire this program. Now before you leave, stop by the booth that governmental affairs has here, and see if your association is already using it. If it's not, you can get that information, and with the help of your [EOs and GADs] maybe utilize the system.

I'd like to leave you with one thought, and it's important to us. Miss Tolbert today told us that when you really want to get a point across, to slow the pace of your delivery down.

You got it, brother? Well, in 2007, we have a goal of 25% for the Action Center in responses from you. Presently we're at about 3%. There are some 800,000 of you who have never responded to a call for action. So I am soliciting your help to guide your states, when we have a call for action this fall, to please respond, because President-Elect Gaylord's goal is going to be 50%. Thank you for your time.

Thank you, Chris. Chris, you said that to state and local associations that there's no cost, but obviously getting our members involved more politically does have a cost associated. How much is NAR willing to commit to that? - \$705,000.

Our next presenter is Don Freels, CEO of the Ohio Association of Realtors. He's here to discuss the Strategic Planning and Outreach tool. Don?

Strategic Planning and Outreach Tool

Thanks, Mark. Talk about slowing the pace here, they left 15 minutes for the last five speakers. Thank you, folks. I wanted to...I don't know how many of you felt uncomfortable at that aquarium last night the way I did. There were so many tanks in that place it kept reminding me of the stock market, you know, and my 401k.

But I want to talk just a minute about strategic planning facilitation, and I'd like to start by asking how many of you representing state and local associations in the audience today have strategic planning facilitation or are doing a strategic plan on your radar

screen for 2008? Can we see a show of hands on that? Okay, I can't see a thing from here, but I know there's a lot of hands out there right now.

What would you folks say if we could find a way for you to save about \$10,000 when you approach that part of your programming in 2008?

I think you'd say that sounds pretty good. And what we want to do is make you aware of the fact that we have a tremendous asset on the staff of the National Association of Realtors. His name is Gar Anderson. Now Gar Anderson – [applause] – those folks were probably planted by Gar, but that's okay. By the way, Gar is sitting right down in here somewhere. Why don't you stand up, Gar, if you haven't...please stand up.

I'll tell you, Ohio had Gar come in this year and he just did a marvelous job. I can't think of anybody who could do a better job than Gar. He's got a tremendous background in our association and in our industry. He's a wonderful, skilled communicator, has all the qualifications of the best facilitator I've ever worked with, and in sort, he's one of the best. I can tell you that AEs around the country constantly share lists of facilitators for strategic planning or leadership conferences and things of that nature, and Gar is always at the top of all the lists that I have looked at, so we're very fortunate to have him available.

He sets the stage for success, he insists upon homework for all the participants, and that's sort of a mandate going into this thing. If your members of your Strat Planning Committee are not willing to do the homework, then he expects staff to get on their case and make sure that they understand that's not an option. He gets them thinking about strengths and weaknesses of the organization before he even comes in to facilitate the plan.

Once he's on-site, he lays the ground work for a wonderful couple of days' retreat by explaining to you what he has observed to be the top challenges facing our industry as he's traveled the country. He encourages the group to embrace change, and he maximizes, as a facilitator, what you want a facilitator to do is maximize the involvement on the part of every member of your group, and he's a real professional at that.

The outcome is, very quickly, he helped us prepare a very concise mission for our organization in simple language, understandable language, and yet it's an action oriented plan that's going to take us into the future. We're very excited about it. And the final thing is that he does the final draft and sends it to you after he has completed the facilitation of your planning session. My conservative estimate of the value of the service that is provided by Gar easily, in the pricing that I have encountered elsewhere around the industry today, anywhere from \$8,500 to \$10,000 on up. And so I think it's a tremendous value, a tremendous service that is provided by our National Association of Realtors.

And again, I think one of the reasons that it's such a great service is because of the gentleman who delivers that service, Gar Anderson. So I endorse it unconditionally. I highly recommend that you try to get on his schedule. I asked him earlier today how many of these things he can do in a year. He's limited to about three a month. So I've got a special deal for you here right now. I do have Gar's cell phone number – [laughter] – and for a reasonable price... No... I do suggest, very seriously, you try to get on his schedule at the earliest possible opportunity, without delay. Thank you very much.

Mark

Thank you, Don.

Don, please let us know how much NAR is willing to commit to this tool. -

I've been told that in the 2008 budget there's \$180,000 in direct cost to fund this program.

At our final table let's jump across the Atlantic with Peter Bolton King, Chief Executive of the National Association of Estate Agents in London, England. Peter, please tell us about the International Resources tool.

International Resources Tool

Thanks, Mark. You don't need to worry, ladies and gentlemen, I've crossed out four words, so we're back on time now.

I know you're all sitting there wondering why on earth have they got somebody from across the pond talking to us? Well, to be honest, Bill Williams, who was going to sit here, couldn't make it. No, seriously, I was actually very keen to come here and find out what you actually tell your incoming leadership.

We actually, I have to tell you, we don't do this in the U.K. Now Dale Stinton, it is wrong, it is a rumor, that's because I don't want the board getting involved. That's completely unfounded, that rumor, nothing to do with me. But I wish they'd been here this morning, I tell you, I really do. They would have picked up some great tips, especially don't interfere with what you don't need to bother with.

Now, as Dick kindly agreed I should be here, I then said, "Right, use me." I didn't say "use and abuse," but "Use me." But I have to say, I just want to say, I really feel when I come across here, I'm amongst friends. It is wonderful. The reception you always give us when we come here is absolutely fantastic. So from all of your friends in the U.K., thank you very much.

Now ,I just want to tell you a little fact. We represent, in the U.K., something like between a third and a half of the selling people out there. Difficult to know the exact number because many of you will be aware that we've still got the stupid situation where any idiot can set up a shop as an agent or as a broker with no licensing, no qualifications, no experience, no insurance, they can be out there tomorrow. We're working hard to change that, but it's hard work.

So I'm going to talk very fast this afternoon, so my wife wrote this bit. She said tell them to hold onto their braces, or, as you call them over here, suspenders, which she wanted me to point out that in the U.K., of course, are the things that held up ladies' stockings. Now, apparently, that's going to get me talking even faster, so there we go.

Now as an outsider, I wanted to really take this opportunity to reinforce the superb work that NAR International do, and important to mention just one of the many tools that are available out there to help your local members. And that's the emphasis, your local members – your members, to make the most of the additional value that's out there.

Everything you ever wanted to know about International and were afraid to ask, I printed out. Like, didn't I lie? They printed it out for me. Has anybody ever seen this? No, I didn't think so. Right. You're right, you can't see them, can you, put their hands up? So you can say whatever you want. So basically, ladies and gentlemen, it's a 30 page plus resource point and talking points. It's a guide that you can use as leaders to help insure two main things.

The first thing – that you understand the potential impact on your local market by the international business and the global economy that's out there. Secondly, it helps ensure that you're prepared to speak to and answer a wide range of questions about the global marketplace, to explain how NAR is shaping this market. And as far as your local members are concerned, how they can better serve their customers and clients, and, really important to them, benefit financially from international real estate that's in their own local market and abroad.

As far as the world of value is concerned, which I was rather hoping was going to come up on the slide next, but that's interesting, isn't it? Now, you may be thinking well, that's all great in theory, but why should we bother? Well, let me just give you four examples of how the NAEA in the United Kingdom are already benefiting from the NAR International program. Now, firstly, the NAEA sponsored the Certified International Property Specialist, CIPS course. That's a designation program. You probably know this, but you can earn non-dues revenues.

You've heard a lot about the importance of non-dues revenues today already. That meant, to the NAEA that we not only got the non-dues revenues, but we also could focus on members, on the massive business potential out there for cross border transactions. And they've just been wasting it, and they're still wasting that opportunity. They do not

realize that you're prepared to share your commission if they introduce an applicant. We're still working on that.

The second thing is – and this is really important to me – when we started with NAR's initial appointment at the Palm Beach Realtors Association as an ambassador association to the U.K., it grew beyond nice, friendly exchanges to, last year, a serious inbound trade mission where a group of my members came across and spent a week in Orlando and Palm Beach, prepared to go back and help the U.K. citizens to buy second homes in Florida.

I wrote this next bit to show you that I actually do read what you send across the pond. Only in the last few weeks you will all have seen, I'm sure, the new bit of fascinating research from NAR, which actually showed where the international buyers were coming from in Florida. Great stuff. I've already sent it out to the U.K. papers. They love this sort of thing, as we heard earlier; it's news. Now, in spite of the fact that there's a drop of something like 65% – don't repeat the negative news – year-on-year in international business, still, in 2006, over 6,000 people from the U.K. bought in Florida, 6,000.

There's definitely money to be made there across the pond. However, it doesn't happen on its own. This has all happened, and I've got to pay tribute to the immense amount of personal time, work, dedication and friendship shown by the ambassador to the U.K., the incoming President of the Realtors Association of Palm Beach, John Mike. John, you're over in the corner there, so there's no point in standing up because nobody can see you, but give him a round of applause.

Thank you. Now, John, again, greetings from all your friends – and I mean that – your friends in the U.K. And don't worry, I haven't got time to tell them that joke. No, no, I'm sorry, I couldn't. I promised him I couldn't.

What I want to say to you – you better stop the press here – John just told me last night that on Monday, on Monday he's going to be announcing a trade mission to the U.K. next April organized by RAPB, but I know that all NAR realtors are welcome to join in. So we're really looking forward to that; it's going to be exciting.

The third thing I want to tell you about: We, last year, had 40 of the NAEA members to come to New Orleans to the annual convention. I'm going to get more in Las Vegas, I really am, if I can drag them out of the gambling arena. The international programming and network events that happen there are superb, giving you an opportunity to meet all those potential business partners. And we were just one of 50 countries in that place.

Fourth, I want to mention ICREA, the International Consortium of Real Estate Associations, and link worldproperties.com, superb site there. Like NAR, in the U.K. the NAEA was a founding member of the group. And ICREA, trust me, is changing the ways our members do business now and in the future. I've got a member – just give you

an example – we've got a member in the south of England who earned a huge amount of money, huge commission he would never have done except he was a TRC.

A TRC I hear you say? A transnational referral certified agent. So you need to find out about that. And I think the best way you can serve your members, I suggest you need to know what ICREA is all about, and the benefits it can bring to your broker agent members. Check out the Web site at worldproperties.com. I'm so convinced of the benefits of that TRC course, we're just about to launch it in the U.K. as part of our ongoing training.

Now, you're going to see in a minute what we're going to add to your thermometer here internationally, but I'll let you into a little secret, it's above \$2 million. I nearly said pounds there. That would have been brilliant if was two million pounds, wouldn't it?

But that's not all. Perhaps even more important is the value to the realtors as a result of the increased income that they can put in. Now when I tell you these figures in a minute, that's not included. All that is additional income.

The final thing I wanted to say was don't panic about this document. You don't have to read it like a Harry Potter novel, from finish to finish. It's one resource. You can...but you know, I haven't got time to tell you that, sorry. All the info is neatly organized into narrow topic areas. Just go to the content and away you go. It's updated all the time, so for the latest edition you need to go onto Realtors.org to read that.

So please, if nothing else, remember this one thing: flagging. Are you listening? Just remember one thing: ah, that English bloke who spoke too fast...and last night I was told I was from Texas. [*Laughter.*] Charles, nothing wrong with anybody from Texas, sir. He talked too fast, and he talked about some international tool. Do me a favor, just have a look at it.

Now what I want to do, finally, because you promised me ten extra seconds.

Peter Bolton King

I have some glamorous assistants in the audience, and they're each going to throw, in a minute, on the count of three, some of our stress houses. Not because you're getting stressed out hearing me, but I want you just to think of these. You know, they're free and they're up for grabs. There is a lot of money up for grabs out there with your local members as far as the international business is concerned. Make use of the resource. Thank you.

Mark

Peter recognized the fact that we're running a little long on time, and we still have a couple of presenters, so he spoke at a little different speed. This is being recorded. When you play it back you can tone it down a notch.

Peter, please, tell us how much is available for our state and local associations for this tool. – Total of \$2.5 [million].

Mark

Next up is Henry DiGiacomo, CEO of the Cape Cod and Islands Association of Realtors in West Yarmouth, Massachusetts. Please tell us a little about the Virtual Library tool.

Virtual Library Tool

Thank you. The Cape Cod and Islands Association of Realtors has been basically a regular and repeat user of the Information Central and the Virtual Library, and I have a lot of specific technical points to convey with you today, so this is going to be akin to taking a drink of water out of a fire hydrant. Plus I know that we're short on time, so please bear with me, but I have some great information to share with you.

First of all, the Virtual Library is managed by some very expert librarians and information specialists. Like my distinguished colleague to my right, Moe Veissi, who asked you take out your pen, I'm going to do the same. I ask you take out your pen and write down the following information, and bring this back to your local and state associations for your benefit and the benefit of your members. The way to reach Information Central is by dialing 800-874-6500, or sending an email to InfoCentral@realtors.org. Again, that's 800-874-65000, or emailing InfoCentral@realtors.org. And Info Central is open Monday through Friday.

Just as an interesting tidbit, the Virtual Library basically gets a half million hits per Month on Realtor.org, and therefore it's the second most popular component of Realtor.org, so that's a very, very compelling statistic. While you're in the virtual library you're also going to have access to the lending library catalogue, where you're going to be able to borrow books, reports, CDs, and DVDs.

Three of the most popular components of the Virtual Library, which I'm going to be talking about, are the field guys, e-books, and Proquest. Other resources, which I'm just going to conclude with, will include the industry Rolodex, blogs, podcasts, tech reports, archives, and the custom research component.

Now I'd like to talk about the field guides. Field guides are basically a one stop information point where you can access 130 different topics that will be of specific interest to realtors and associations. These guides are updated regularly by the librarians and information specialists that I noted, and they also basically include the latest, most

contemporary online research that you can get, including full text articles as well as e-books and very helpful links to salient Web sites, and critical analysis and information.

Currently the most popular guides on the field guides include Reducing Spam, Preparing a Home for Sale, 1031 Exchanges, Buying Versus Renting Real Estate, and Industry Statistics. So you president-elects that are out there who are really making your way up to leadership, when you're sitting and deliberating in terms of what you're going to write your next newsletter article on, go to the virtual Web site and go into the field guides and find out some salient information that will resonate not only with your association members, but most likely be parlayed into your own company newsletters and agent newsletters. It's a very, very valuable member benefit.

Next I'd like to talk about e-books. Our e-book collection includes over 1,000 digital books and audio titles, of which there are many, many multiple copies. Again, thanks to the expertise of Mark Lesswing, the Senior Vice President of Information Technology, Mark has really embraced the latest technology trends to provide you very quality member benefits. Not only can you download these e-books to your PCs, PDAs, laptops, if some of them are taken out you can also request and reserve those for when they're available. So NAR really, again, is providing you a phenomenal member benefit, embracing technology and providing it to you as a free member benefit.

The next topic I'd like to talk about is Proquest. Now how many people here in the audience subscribe to *Newsweek*, *Time*, *U.S. News & World Report*, various real estate journals and the *Wall Street Journal*? We all do. We want to stay current with our industry and current with our business. Well, Proquest is an online information resource that has access to over 1,200 journals that are relevant to you, your business, and the real estate industry.

Most articles are available in full text, and can be downloaded and printed from your computer 24/7, 24 hours a day, seven days a week for your benefit. Again, some of the most popular journals include Business Research...you can parlay this information for business research, important speeches and personal growth. Many of the subjects in terms of Proquest include business, news, real estate, sales, marketing, human resource management, association management, and investment. So they're definitely something that you want to check out. I encourage you to look at Proquest.

Finally, this is just a brief summary of some other additional resources available on the Virtual Library and through Information Central. There is an info rolodex where basically the professional staff of the National Association of REALTORS® compile approximately 200 plus of the Most commonly asked questions on Information Central and provide you those questions and answers for your interest and for your benefit. They also embrace a variety of blogs.

Currently NAR is offering, and Information Central and the Virtual Library are offering, eleven blogs of various relevant real estate interests, one in particular for the association executives in the room, and I encourage you to participate in those. Again, we also offer

podcasts, which are done regularly and provide important technology reports. Podcasts will resonate with all those folks from the Generation X and Gen Y in the audience and back at your association, so I encourage you to embrace those podcasts and bring those to the benefit of your members.

Additionally, NAR offers technology reports that cover the use and evaluation of emerging technology. And that's really where I think Mark Lesswing really lets his bright lights shine because basically these technology reports give you, the broker owners, the associations, a cursory overview and analysis of various technology that's available to you so you can use it and parlay that knowledge and experience to make decisions about whether you want to embrace that technology, and when you do to parlay that so you have more keen competition and success in the business. Again, this is helping you. It's a valuable tool to you as the broker owner, you as the agent, and you as the association executive.

Additionally, another resource is the archives area where NAR has a cadre of photos and other materials related to the history of NAR. And I'm very pleased to denote to you that in 2008, when Dick Gaylord will be our esteemed president, it will be the centennial of the National Association of Realtors, which is a huge hallmark. And so there's a lot of information about the last hundred years of NAR on the Virtual Library. Please check it out, and when you do, please come by the Information Central booth and pick up your complimentary centennial realtor mug celebrating NAR's 100 years.

Finally, I'd like to just close on a custom research component that's also available through the Virtual Library and Information Central. Regardless of what topic, whether you're dealing with agency issues, technology issues, you have questions on just general business issues, you have the benefit and access to call Information Central, the Virtual Library, on the toll free number I gave you, or email them. And there are experienced professionals to provide you specific research for your association and/or business needs. It's a phenomenal benefit.

Again, the Cape Cod and Islands Association of Realtors uses this resource rigorously. I encourage you to take this tidbit as one additional benefit of Dick Gaylord's and the 2008 NAR Leadership Conference back to your local and state association and for the benefit of your members. Thank you.

What's the number? -

I am very proud and pleased to share with you that the NAR tangible member benefit of the Information Central and Virtual Office is \$2.8 million.

We know what our membership dues gets us. Now we have Perry Crume, Chief Operating Officer of Kansas City Regional Association of Realtors. He will discuss the It's Raining Revenues and Customized Member Kits tool.

It's Raining Revenues and Customized Member Kits Tool

Thanks, Mark. NAR offers a host of different revenue share programs that every single association can participate in. And these programs can allow your association to earn hundreds, if not thousands of dollars in non-dues revenue. There's five particular programs that I want to share with you today.

One is Association Revenue Track. And how that program works is your association can earn between 10 and 14% on product sales that are purchased by your members tracked back to your association. There's also the Realtor University Affiliate program, and that program allows you to earn 15% on every course enrollment from your members. So you simply have a link and promotion on your Web site. Your members access that, link over to the university, and your association will receive 15%.

Also, the E-Pro program, the E-Pro technology class, really does the same thing. That has a higher price tag and you earn a 5% commission, again, just for linking over. So you have a link from your Web site, and some promotion copy, and you can enjoy a 5% commission on that.

The Relay Transaction Management product, that's the relatively new product, there's all kinds of flexible pricing, group licenses, and a number of different programs that the relay folks will talk with you about for your association, so that's definitely something you should look into. And then RE Forms Net is the forms product. It's an online forms product and they also offer a software forms product. And there's, again, flexible pricing on that as well as bulk purchases. They handle that a number of different ways, depending on how your association wants to handle that. So those are all revenue share opportunities, again, that will bring non-dues revenue back to your association.

There's also a program that you need to know about if you're not participating in, and that's the Membership Kit program. And how that works, NAR sends out every year...this is the mailing that goes out with the membership card, you know, with that magic NRDS number. But it's the plastic membership card, it's the mailing that includes information about the value of the realtor membership and what's happening at the national level.

And that particular mailing, again, it goes to residential and all commercial members, and your association can add a message to that for as little as \$50, if your association has less than 5,000 members. It's very easy to participate in this. Again, if your association has less than 5,000 members, it's a flat annual \$50 fee. If your association has between five and 15,000 members it's \$200, and then there's a pricing plan as well for associations that have over 15,000 members.

That copy on that membership kit, what you can provide is information about your association, perhaps your vision, projects that you're involved in for the coming year, as well as your logo and your benefits and the services that you provide to your members.

So all of that copy, it's completely up to the local association or the state association. There's really a panel or a page on each of the membership kits that's reserved for the association copy.

To find out, really, information about any of these programs, a Rev Share program or the membership kit, there is information. There's a flyer – "It's Raining Revenue" – in your CD tool kit that you received at registration, so you might access that. Also, Matt Lombardi's group out in the little trade show area, they can talk with you about how to get involved in that. So if your association's not involved in one, or really all of these programs, you really need to just take a closer look.

Mark

Thank you, Perry. Perry, tell us how much more NAR is willing to commit to this to the state and local associations.

Well, the cumulative value of Rev Share money that goes back to state and locals on this program would be \$350,000.

Mark

Our final presenter is Laura Stroman, Vice President of Member Services and Education for the South Carolina Association of Realtors. Laura, tell us about the REBAC Course Licensing tool.

REBAC Course Licensing Tool

Great. Thank you, Mark. I can't imagine they put two people together with more different accents than Peter and myself. I couldn't talk that fast if I tried, so I know we are running short on time and I will be cognizant of that and try to speed up this southern dialect. I was real pleased when I was asked by REBAC to come and speak about their program because South Carolina bought a license just over three years ago and it's been an excellent, excellent program for us.

I want to give you a little bit of background about REBAC and how it can work for you. REBAC was founded to promote superior buyer representation skills and services, and became an NAR affiliate in 1996. Since that time REBAC has expanded its course offerings well beyond the ABR and ABRM designations to include, now, a total of six designations in two certification programs.

Those additional programs are the ALC through the Realtor Land Institute; the PMN through the Women's Council of Realtors; the Seniors SRES course, that's the newest addition; the CPM through [Iram], the property manager's designation; the international designation that was mentioned earlier, the CIPS; and the two certification programs, the resort and second home property specialist and the real estate personal assistant course. That rounds out the courses that fall under the REBAC umbrella, and they are a tremendous, tremendous resource to you.

All of these designations and certifications were developed to cover certain specialty and niche areas in the real estate industry, but unfortunately, only a small percentage of our realtor members hold these designations. As the NAR statistics show from 2005, realtors that hold designations earn \$42,000 more than their counterparts that don't hold any designation at all. I would say that's a significant amount of money, and I would think something that all of our members would like to take advantage of. That's a nominal investment of time and money to have that kind of return on your investment.

With only a modest percentage of our members holding these designations, this is a great opportunity for us to capitalize on this with offering certain courses that are pertinent to your market, and also offering additional programs and services for your members, and, you know, giving them something back for their dues dollars. And I know that is a big issue that we face every year with the state of South Carolina and our members. They want to know what is in it for me, and what are you doing for my dues dollar? This is a perfect, perfect program for you to bring to your association.

Education revenues often count for better than half of some non-dues revenue sources in some associations. Each of us are facing a challenge right now with the markets continuing to change and correct. We're still playing a guessing game of what are our membership numbers going to do? This is a perfect time for us to either begin offering REBAC courses or to renew our commitment to the courses that we're offering. So I encourage you to go back home and talk with your education staff, or talk with your leadership about either adding to the courses that you're currently offering or looking into the REBAC license. It's a very, very simple process.

South Carolina was one of the later states to jump on board. However, when we did so we found it to be a great revenue source for us, and it also gave us an opportunity to boost some of the other courses that we're offering and trying to encourage people to get those designations and to become more professional. We also were able to work with some of our local associations. Some of those folks are here in the audience today. It's been a great partnership opportunity for us.

It not only has given us a chance to reach more members in their local markets, but it has also given them an opportunity for non-dues revenue. We've had great success with the program, and I would encourage you to seek out some of these folks. Charleston Trident, an association of realtors are here, and they do that. If I'm not mistaken, we have someone that co-sponsors, possibly with the... Oh, geez, I've drawn a blank. Charleston, I know, is here, and they would be happy to talk to you about it.

There are so many benefits to offering the REBAC courses, and I would like to highlight a few of these. It does provide a valuable member service. Non-dues revenue through NAR recognized designations. It helps you with member retention. Risk reduction is a big one. These courses help with your members' education, and how they are practicing real estate in the field.

They offer a variety of courses covering many, many timely topics, and you also establish and confirm credibility among your members. Today you heard 2008 President Dick Gaylord talk about education is a must. Offering REBAC courses is one of the many avenues available through NAR to help achieve that strategic goal, enhancing the professionalism of all realtors, and I encourage you to go back and look into the REBAC program. It is an excellent, excellent resource.

Mark

Laura, thank you very much.

We need to know what's available for state and local associations. -
The grand total is one million six hundred and eighty dollars.

Mark

For those of you that weren't keeping track with a calculator, if we add up the value of all of the tools, that brings us to a grand total of \$11,703,720.